Subhayan Mukerjee

Coverage				
CONTACT	Department of Communications & New Media College of Humanities & Sciences	 +65-6601-6594 		
	Faculty of Arts and Social Sciences	https://www.subhayan.com		
	Block AS6, #03-19, 11 Computing Drive	♥ @wrahool		
	Singapore 117416	• wrahool		
ACADEMIC EMPLOYMENT	National University of Singapore, Singapor	-		
	Assistant Professor, Computational Communication Department of Communications and New Media			
	Principal Investigator Centre for Trusted Internet & Community			
	Annenberg School for Communication			
	University of Oxford, Oxford, UK May 2019 -			
	Research Assistant	Research Assistant		
	Reuters Institute for the Study of Journalis	em		
		Harvard University, Cambridge, MA, USA	${\rm Jun}\ 2016-{\rm Aug}\ 2016$	
	Research Assistant			
	Berkman Klein Center for Internet & Soci	ety		
EDUCATION	University of Pennsylvania, Philadelphia, P. Ph.D. Communication	A, USA Aug 2015 – May 2020		
	M.A. Communication			
	BITS-Pilani, Pilani, Rajasthan, India M.Sc. Mathematics	Aug 2009 - May 2014		
	B.E. Computer Science			
Refereed Journal Publications	8. Zhang, W., Mukerjee , S., Qin, H. Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination. Forthcoming in <i>Cyberpsychology</i> , <i>Behavior</i> , and <i>Social Networking</i>			
	7. Mukerjee, S. , Jaidka, L., & Lelkes, Y. (2022) The Political Landscape of the U.S. Twitterverse. <i>Political Communication</i> . Advance online publication.			
	6. Mukerjee , S., Yang, T., Stadler, G. & González-Bailón, S. (2022) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News. <i>Social Networks</i> , 68, 386–393			

- 5. **Mukerjee, S.** (2021) Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study. *The International Journal of Press/Politics*, 19401612211072700
- 4. Mukerjee, S. (2021) A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks. *Scientific Reports*, 11, 15218
- 3. Mukerjee, S., & Yang, T. (2021). Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media. *Political Communication*, 38(3), 222–240

- 2. Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26–50.
- 1. Mukerjee, S. (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. Communication and the Public, 1(3), 356-361.

BOOK Chapter

1. Mukerjee. S. & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), SAGE Research Methods Foundations

Popular Press

- 4. Neyazi, T. A., Kuru, O., & **Mukerjee**, **S.** (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata *The Print*
- 3. Mukerjee, S., Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post*.
- 2. Mukerjee, S. & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog*.
- Mukerjee, S. (2012, June) An Open World. Linux For You (print magazine) 10(4) pp. 24-26

Media Coverage

- 2. Twitter, Plateforme Politique? (2022, May 10) La Presse (in French)
- 1. Online readers didn't polarise during Lok Sabha polls: Study (2019, June 26) $\it The Indian Express$

Software

1. Mukerjee, S. {coexposuRe}: An R package for modeling audience networks. https://www.github.com/wrahool/coexposuRe

OTHER PUBLICATIONS

- 2. Majó-Vázquez, S., **Mukerjee, S.**, Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. Reuters Institute for the Study of Journalism Factsheet.
- 1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING PAPERS

- 6. Neyazi, T. A., Kuru, O., & **Mukerjee**, **S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization (revise & resubmit)
- 5. Jaidka, K., **Mukerjee**, **S.**, & Lelkes, Y. Censorship on social media: Twitter shadow-bans are rare, sometimes political, and unevenly applied. (under review)
- 4. Mukerjee, S. Digital News Consumption in India (under review)
- 3. Vachery, J., Neyazi, T. A., & **Mukerjee**, **S.** Twitter: Is ideological polarization needed to be prominent? (in preparation)
- 2. **Mukerjee, S.**, Yang, T., & Peng, Y. Metrics at Work? How Social Metrics Determine Media Agenda on Facebook (in preparation)
- 1. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (in progress)

Conference Talks (last 4 years)

- 20. Mukerjee, S., Yang, T., Peng, Y. Metrics at work? How social media metrics shape news production on Facebook accepted for the 8th International Conference Computational Social Science, Chicago, IL.
- 19. Zhang, W., **Mukerjee, S.**, Qin, H. Topics and sentiments influence likes: A study of Facebook public pages' posts about COVID-19 vaccination textitaccepted for the 8th International Conference Computational Social Science, Chicago, IL.
- 18. **Mukerjee, S.**, Yang, T., Peng, Y. Metrics at work? How social media metrics shape news production on Facebook accepted for the 72nd Annual Conference of the International Conference Association, Paris, France
- 17. Jaidka, K., Mukerjee, S., Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. accepted for the 72nd Annual Conference of the International Conference Association, Paris, France
- 16. Neyazi, T. A., Kuru, O., & **Mukerjee**, **S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization accepted for the 72nd Annual Conference of the International Conference Association, Paris, France
- 15. Jaidka, K., **Mukerjee**, **S.**, Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
- 14. **Mukerjee**, S. Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks". *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
- 13. Mukerjee, S. A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks Networks 2021: A Joint Conference of Sunbelt and Network Science
- 12. **Mukerjee**, S., (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.
- 11. Mukerjee, S., (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.
- 10. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
- 9. Mukerjee, S. (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
- 8. Mukerjee, S., & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. The 70th Annual Conference of the International Conference Association, Gold Coast, Australia
- 7. Mukerjee, S., Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
- 6. Mukerjee, S., & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. The 78th Annual Conference of the Midwest Political Science Association (conference canceled due to COVID-19)
- 5. Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science, University of Amsterdam, Amsterdam*, the Netherlands

- 4. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
- 3. Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
- 2. **Mukerjee**, **S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
- Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at the 12th Annual Political Networks Conference, Duke University, NC

Industry
EMPLOYMENT

Abzooba Inc. Kolkata, India

 $Jun\ 2014\ -\ Jul\ 2015$

Data Scientist

Bravo Lucy As. Hyderabad, India

 $Jun\ 2013 - Jun\ 2014$

Software Engineering Intern

Ericsson Global Kolkata, India

 $Jun\ 2012 - Jul\ 2012$

Software Engineering Intern

TEACHING EXPERIENCE

National University of Singapore

Visualising Data (Masters Seminar)

Coding for Communicators (Masters Seminar)

Quantitative Research Methods (Undergraduate Lecture and Tutorial)

Quantitative Research Methods (Ph.D. Seminar)

Theories of Communications and New Media (Undergraduate Tutorial)

University of Pennsylvania

Understanding Social Networks (Undergraduate Lab Assistant)

Media Industries and Society (Undergraduate Teaching Fellow)

GRANTS AND FELLOWSHIPS

Collaborative Data Trust (co-PI) (SGD 111,500)

2021 - 2023

Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, NUS

AI, Disinformation, and the Public Good (co-PI) (SGD 450,000)

2021 - 2022

Defence, Science and Technology Agency (DSTA), Singapore.

Start-up Research Grant (PI) (SGD 75,000)

2021 - 2024

Faculty of Arts & Social Sciences, NUS

Seed Research Funding (USD 1,300)

2019 - 2020

Summer Institute of Computational Social Science (SICSS), Chicago

Student Research Grant

2019

Graduate and Professional Student Assembly, University of Pennsylvania

Dissertation Research Fellowship (USD 31,000)

2019-2020

Annenberg School for Communication, University of Pennsylvania

Dissertation Grant (USD 1,700)

2019 - 2020

Annenberg School for Communication, University of Pennsylvania

Dean's Summer Fellowship $(4 \times USD 4,000)$

2015-2019

Annenberg School for Communication, University of Pennsylvania

	Travel Scholarship National Science Foundation	2018-2019	
	Travel Scholarship Northwestern University	2018	
	Doctoral Fellowship University of Pennsylvania	2015-2020	
Invited Lectures (Last 3 Years)	11. CET Learning Festival National University of Singapore	July 2022	
	10. Communications, New Media & Society Guest Lecture National University of Singapore	Feb 2022	
	9. CNM Seminar Series National University of Singapore	Aug 2021	
	8. SICSS Invited Lecture Summer Institute in Computational Social Science, Beijing	Jun 2021	
	7. Theories of Communication and New Media Guest Lecture National University of Singapore	Mar 2021	
	6. Digital Media, Networks, & Political Communication Lab University of Pennsylvania, Philadelphia PA	Feb 2021	
	5. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020	
	4. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020	
	3. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020	
	2. Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020	
	1. The Center for Social Media and Politics New York University, New York City NY	Jan 2020	
SERVICE TO DISCIPLINE	Organizer		
	Summer Institute in Computational Social Science (SICSS) - Singapore	2022	
	Senior Committee Member		
	The Intl AAAI Conference on Web and Social Media (ICWSM)	2021-22	
	Program Committee Member		
	$The\ IEEE\ Intl\ Conference\ on\ Data\ Science\ and\ Adv\ Analytics\ (IEEE\ DSAA)\ 2022-23$		
	Ad-hoc Journal Reviewer		
	Journal of Communication, Digital Journalism, EPJ Data Science, International Journal of Press/Politics, PLOS One, Public Opinion Quarterly, Journalism Studies		
	Ad-hoc Conference Reviewer		
	The Annual International Communication Association (ICA) Conferen The International AAAI Conference on Web and Social Media (ICWS)		

SERVICE TO DEPARTMEMT	${\bf Committee \ Member, \ } {\it Graduate \ } {\it Admissions \ } {\it Committee, \ NUS}$	2021-22
	Committee Member, Research Talks Committee, NUS	
	Committee Member, Research Committee, NUS	2020-22
	Coordinator, DiMeNet research group, Penn	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee, Pen	n 2017-18
	${\it Organizing Member}, \ Penn-Rutgers-Princeton \ Social \ Epistemology \ Workshop$	2017
SKILLSET	Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, natural language processing, agent-based modeling, causal inference	
	Programming/Scripting: R, Python, SQL, Java, C++, C, IATEX, Markde JavaScript (basic).	own, Git,
Additional Training	Summer Institute in Computational Social Science (SICSS)-Chicago Northwestern University	Jun 2019
	Mediterranean School of Complex Networks Universitat Rovira i Virgili, Italy	Sep 2017
	Annenberg Summer Institute in Methods & Statistics University of Southern California	Jun 2017
	Scale Construction Critical Studies of Networked Infrastructure	
MEMBERSHIP	International Communication Association	
REFERENCES	Available upon request.	